



Dear Company Official:

I would like to take this opportunity to thank you for your ongoing participation in the Advance Monthly Retail Trade Survey. You may notice that the look and feel of the form has been changed including the color, the ordering of questions, and the placement of instructions. However, the information that is being requested remains the same. If you choose to report online, the Internet address along with your Username and Password can be found in the "Return Via Internet" section on the first page of the enclosed survey form.

The information that you provide to the Advance Monthly Retail Trade Survey is confidential by law (Title 13, United States Code) and is seen only by persons sworn to uphold the confidentiality of Census Bureau information. Under the same law, your information will be used only to develop total U.S. estimates that do not disclose the individual activities of your firm. This information will be strictly safeguarded and cannot be used for taxation, regulation, or investigation purposes.

The responses obtained from this survey provide policy makers and business leaders with an up to date picture of the United States economic condition and are a key element in estimating the Gross Domestic Product (GDP) of the United States. I thank you in advance for your continued participation in the Advance Monthly Retail Trade Survey and for contributing to the overall comprehensiveness, timeliness, and reliability of the estimates the Census Bureau produces.

Sincerely,

A handwritten signature in black ink that reads "Mark E. Wallace".

Mark E. Wallace
Chief, Service Sector Statistics Division

Enclosures